

Canadian Fair Trade Network – November 8th, 2017 Board Meeting Minutes

Time: 4pm – BC | 5pm – AB & SK | 6pm – MB | 7pm - ON & QC | 8pm Atlantic Canada

Board Members: Bev Toews, Erin Bird, Keslyn Ayow-James, Éric St. Pierre, Maria Aman, Kyra Moshtaghi Nia, Rita Steele, Mike Allan, Avery Gottfried, Ivy McKee, Loïc de Fabritus.

Regrets:

Absent: Duane Nicol

Advisory Council Members: Zack Gross

Staff: Sean McHugh, Torrye McKenzie

*Start time: 4:04 pm PDT | **Meeting chaired Vice-President, Erin Bird

#	Agenda Item	Person	Date
	Meeting Agenda		
	<ol style="list-style-type: none"> 1. Review & approve <ol style="list-style-type: none"> a. Maria motioned to approve – Kyra seconded - all in favour 4:05 	Erin	Nov 8
	Meeting Minutes – Review and Approve		
	<ol style="list-style-type: none"> 1. October 4th, 2017 <ol style="list-style-type: none"> a. Loic motioned to approve – Avery seconded - all in favour 4:06 	Erin	Nov 8
1	Governance & Strategy		
	<ol style="list-style-type: none"> 1. Strategic Plan - Website updated, printed <ol style="list-style-type: none"> a. Finalized strategic plan, and covered everything people want to see. b. New PDF is out through ISSUU c. Printed copies should be ready next week d. This is a roadmap for all our proposals now 2. Board Committees (4) <ol style="list-style-type: none"> a. Conference <ol style="list-style-type: none"> i. Met on Monday, everything is on track ii. Conference planning is going great iii. Committee is working well b. Human Resources – Employee Manual <ol style="list-style-type: none"> i. Loic had a chance to look over employee manual and sent comments back to Sean today ii. Have board members be resources and point people for staff concerns etc. iii. Is anyone interested in looking at the employee manual and joining the sub committee? <ol style="list-style-type: none"> 1. ACTION: Maria & Avery will join the committee 2. ACTION: Sean to add Grievance Mechanism / Issue Resolution to the Employee Manual c. Finance <ol style="list-style-type: none"> i. Would be worth while to have separate calls to discuss finance ii. Is anyone interested in joining this conversation and reviewing larger grant proposals and budgeting? <ol style="list-style-type: none"> 1. ACTION: Zack and Erin will join the committee 2. ACTION: Sean will invite Erin and Zack to our shared Dropbox 3. ACTION: Sean to setup committee meeting 	Sean Avery Mike Loic Avery	
	Operations		

	<ul style="list-style-type: none"> d. Nominations & Elections: <ul style="list-style-type: none"> i. Should understand who is leaving the board so we can think through outreach, and who should sit on this committee, and lead this process ii. Not Up for Election: Avery, Ivy, Duane, Eric, Keslyn, Loic iii. Up for Election: Erin, Mike, Bev, Kyra, Maria, Rita iv. ACTION: Decide on who will lead and sit on this committee. (It should be people who are not up for election) 3. Membership System <ul style="list-style-type: none"> a. I.T. System Build out - Wild Apricot or Nation Builder b. ACTION: Sean to consider the technical side of building out a CFTN chapter system c. A chapter network may help us find commonalities between Fair Trade Town/Campus groups etc. d. Need to show positives of becoming a member or a chapter and ensure actions come externally and not just internally <ul style="list-style-type: none"> i. ACTION: Erin to research and propose possible structure 4. Annual Report – Draft started <ul style="list-style-type: none"> a. Will be sticking to the structure we did last year b. Updating that content soon c. Should have a draft in place by late November d. If anyone is interested in jumping in on an edit or review, please let us know. <ul style="list-style-type: none"> i. ACTION: Erin to help review ii. ACTION: All CFTN board members to contribute content <ul style="list-style-type: none"> 1. Send numbers, events, etc. that happened during the year that you want featured in the report 5. Membership Update – AGM Date to be sent out <ul style="list-style-type: none"> a. Will be getting an email out soon to members <ul style="list-style-type: none"> i. Suggested day: Thursday, March 1st ii. Suggested time: 6:00-7:00 b. ACTION: Sean to consider venue for AGM c. ACTION: Sean to consider venue for dinner/drinks 		
2	<p>Financial Management</p> <ul style="list-style-type: none"> 1. CFTN Balance Sheet, as of November 6th 2. Financial Year-End 3. 2018 Budget <ul style="list-style-type: none"> a. Revenue (General Revenue – On Balance Sheet) <ul style="list-style-type: none"> i. \$45k – Fairtrade Canada (till end of March) ii. \$32k – SFU (Till end of March) iii. \$25k – Lush Charity Pot – <i>due Dec 15</i> iv. \$20k – Business Engagement – letter out to 18 companies <ul style="list-style-type: none"> 1. New revenue 2. Letter out to our closest partners and committed companies v. \$3k – Monthly Donation (New IT System) <ul style="list-style-type: none"> 1. New revenue 2. Switching over to Nation Builder, with ways to 	Sean	

		<p>directly donate</p> <p>3. Projection is very low – but not sure how it is going to go</p> <p>b. Revenue (Growth – Not on Balance Sheet)</p> <ul style="list-style-type: none"> i. \$300k – McConnel Foundation – submitted on Oct 12 ii. \$100k – Office of Consumer Affairs – <i>due Nov 10</i> <ul style="list-style-type: none"> 1. Had several academics review the proposal 2. Hoping to submit the proposal tomorrow iii. \$75k – Gilgan Foundation – <i>due Nov 27</i> <ul style="list-style-type: none"> 1. Submitting a full proposal 2. Good chance of getting this money <p>c. Monthly Expense Outline:</p> <ul style="list-style-type: none"> i. \$11,000 – Salary ii. \$1,000 – Rent & Admin iii. \$400 – Communications iv. \$300 – Accounting <ul style="list-style-type: none"> 1. Used 2017 as a 2018 outline 2. Did not put in any governance, it would be great to have a board meeting next year, but we will see where we are at with budget <p>d. Projects:</p> <ul style="list-style-type: none"> i. Conference Goal \$20k (\$50k Cost \$70k revenue) ii. Magazine: Goal is to break even (\$13k cost \$13k revenue) iii. Origin Trips: Goal is to break even <p>e. Other sources of revenue could come from other NGO's</p> <ul style="list-style-type: none"> i. Businesses, government, young professionals ii. Could be an opportunity do some contract work, as people are interested in our connections and networks iii. Would need on how to go about it, as we don't want to be used iv. Keep eyes open for contacts or potential connections 		
Grass Roots	3	<p>Conference March 2-4, 2018 Vancouver SFU Harbour Centre</p> <ul style="list-style-type: none"> 1. Sponsorship <ul style="list-style-type: none"> a. \$5k + \$7k – Fairtrade Canada (for running Awards night) b. \$5k – Heritage Canada c. \$10k – Vancity – submitted d. \$10k – SFU VPA grant – submitted e. Volo, Discovery organics responded today f. Shooting for \$50-\$55k on the sponsorship end g. Sean can send along list of people we have reached out to 2. Keynote Speakers – Invitations to go out this week <ul style="list-style-type: none"> a. Reached out early to Isabel Durant and Michael Grant, but they are unable to attend b. Sent out invitations to Naomi Klein, David Suzuki and Xiomara Peredes (ED of CLAC) c. Will wait for replies from the above, and send out invites to another round of speakers 3. Sessions – Draft outline sent out for comment 	Sean	

	<ul style="list-style-type: none"> a. There are far too many sessions, currently 40 and we can only do 27 or 30. b. Talked about how we could combine some of the sessions, which Sean will be working on over the next few days along with creating a schedule c. Is there a structure to which sessions run at the same time? Intro sessions in one stream, middle ground in another, and a strategic stream. d. More involved sessions/thinking session could be placed on the Friday or early Saturday e. Labeling sessions as beginner, intermediate or advanced. Or if they are more discussion, lecture or workshop based. f. Any French sessions? Threw it back over to Loic and Eric to see which sessions we want to lead in French. We have funding for translation, but no plan. g. Eric would be interested in leading a youth engagement session, and how to get more schools to push their towns. <ul style="list-style-type: none"> 4. Registration – to open soon <ul style="list-style-type: none"> a. Hoping to wait for Nation Builder to be live before launching registration 5. Ticket Sales (goal of \$15,000) <ul style="list-style-type: none"> a. At end of the day, we will be lucky if we get 100 people paying b. Should be doing outreach to people and companies that aren't involved with fair trade but would benefit a lot from being involved c. Tried early bird registration, and only 2 people signed up 		
<p>4</p>	<p>Fair Trade Magazine</p> <ul style="list-style-type: none"> 1. Advertising push started 2. Content plan now in place <ul style="list-style-type: none"> a. Full content outline, and Erik is moving on those stories 3. Expected deliver – mid-January <ul style="list-style-type: none"> a. Bev will have a really good picture of girls fair trade volley ball team b. Loic, is there a long term plan to share magazine content online? This is high on the priority, but waiting until we get updated website. 		
<p>5</p>	<p>Campaigns</p> <ul style="list-style-type: none"> 1. Worlds Largest Bake Sale – Donation Plan Origin Trip <ul style="list-style-type: none"> a. Hoping to get close to \$9,000.00, currently have \$8,000.00 b. Either send a student on an Origin Trip and the rest to a co-op partner 2. Bulk bag buy through Oasis – 1600 bags ordered <ul style="list-style-type: none"> a. Could have sold more, but the deadline was there to ensure people got them by Christmas b. Oasis bags is very excited to partner with us, and maybe if we added \$1.00 to every bag, it could be a source of revenue c. Could push further next time, and increase orders 		

	6	Program Updates & Priorities <ol style="list-style-type: none"> 1. Advocacy Fund – nearly set to launch with application and graphics <ol style="list-style-type: none"> a. Have content online, with application and budget form b. Erik gave us three ideas for a graphic c. Business engagement included contribution to the fund 2. Town call scheduled for November 29th – 4pm pacific time <ol style="list-style-type: none"> a. Call in Details: 1-647-497-9350 Access code: 710-766-589 3. Campus Silver/gold standards – design and application being worked on <ol style="list-style-type: none"> a. Hoping to launch these once Melissa returns next week 		
Integrity	7	Integrity <ol style="list-style-type: none"> 1. no update 	Sean	
Business	8	Business <ol style="list-style-type: none"> 1. Origin Trips: <ol style="list-style-type: none"> a. Ecuador November 11 – 19, 2017 	Sean	
Advocacy	9	Advocacy <ol style="list-style-type: none"> 1. no updates 	Sean	
	10	Regional Updates BC – Got funding from LUSH and Rita will be working one day a week from the CFTN Office. Fair Trade Vancouver did a business mixer, and it went well. ON – Mike and Ivy had to jump off the call. QC – Municipal elections good news for left party and women representatives. Oxfam will continue, but Eric is up in the air as to what he is doing come January. NS – Looking to start a Fair Trade Halifax Website. AB – Did a small reverse Trick or Treat with family groups. Starting to think about what they are doing for World Fair Trade Day. Olds has been pushing Fair Trade School pamphlets and Fair Trade t-shirt catalogues at UNESCO meetings. Town passes resolution to renew Old’s Fair Trade Town commitment. SK – Partnered with WUSC on a reverse Trick or Trick. Student Union is becoming a Fair Trade Workplace. Transitioning a new person into the EWB fair trade role, and she is coming to conference. MB – Have been approached by the Pride Parade and festival about becoming a Fair Trade Event. Might be something worth looking at across the country, with high participation and the consumption of a lot of products.	Everyone	
	11	Tentative Meeting Schedule: <ol style="list-style-type: none"> 1. December 13, 2017 2. January 10, 2018 3. February 5, 2018 		

*meeting adjourned at 5:36 PDT